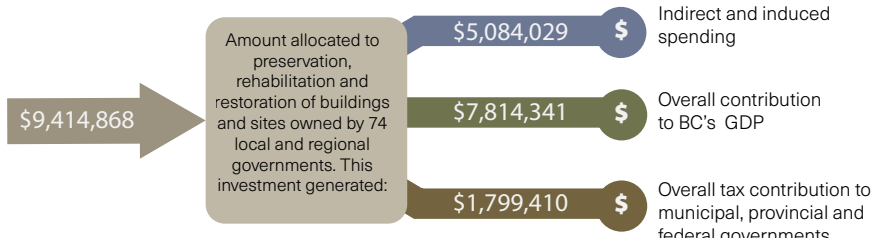


The Impact of Heritage Conservation

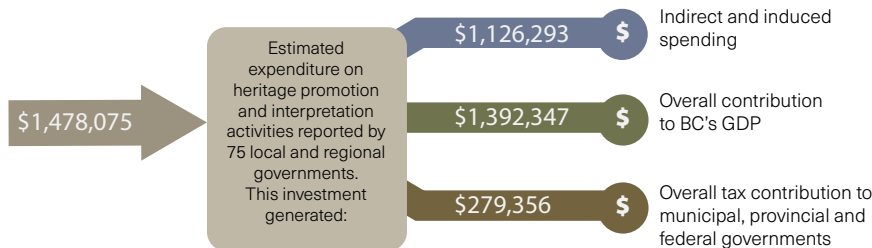
The Heritage Branch enables public and private investment, conservation and rehabilitation, heritage promotion and interpretation, and increased tourism spending. Public and private expenditures on historic place promotion and rehabilitation create economic activity within B.C., which in turn generates GDP, employment, and tax revenues for all levels of government. In addition, tourists from outside the province are drawn to B.C. for the purpose of visiting heritage sites, thereby further stimulating the economy.

This report illustrates the economic impacts of the initial investments for heritage conservation made by local and regional governments and highlights six case studies that reflect these impacts.

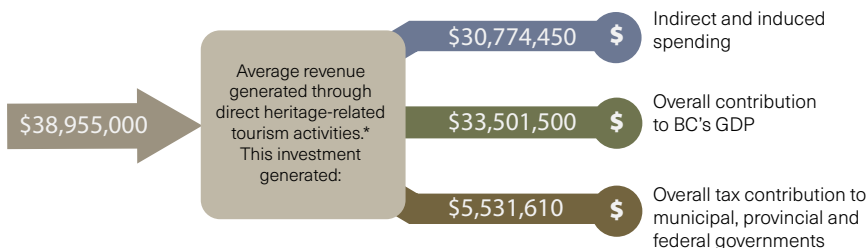
Conservation Activities¹



Promotional Activities¹



Heritage-related Tourism Activities¹

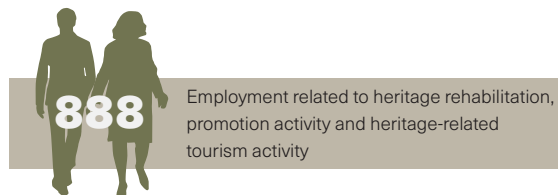


* Based on 2,597,000 domestic and international visitors with an average spend of \$15/person.

¹ Multipliers provided by BC Stats. Overall totals include direct, indirect and induced figures. Tourism statistics provided by Destination BC. For more information on the survey method, go to the ["Report on Results of the Heritage Branch Annual Survey"](#)

Investments in 2016

- \$9.41M** Amount governments invested in preservation, rehabilitation and restoration of the historic buildings they own.
- \$2.83M** Amount governments forgave in property taxes in 2016.
- \$1.57M** Amount governments granted to heritage-related projects.
- \$9.13M** Amount of private investment generated in response to government support of heritage activities.
- \$42.7M** Amount contributed to GDP through heritage activities.
- \$7.6M** Amount transferred to municipal, provincial and federal governments as taxes



Historic Places in 2016

(Numbers as reported in BC Economic Impact Survey 2016)

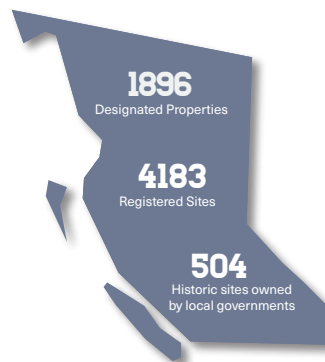




Photo credit: Merinda Conley

“The City of Victoria’s goal is to balance urban renewal and redevelopment with the conservation of heritage.”

MERINDA CONLEY,
SENIOR PLANNER- HERITAGE,
CITY OF VICTORIA

The Janion

Rehabilitating a building revitalises a neighbourhood

The Janion Project rehabilitated a heritage landmark in Victoria’s downtown core into micro-loft residences, revitalizing the neighbourhood and offering affordable housing options in an overheated market. Reliance Properties saw an economic and social opportunity in rehabilitating the vacant building, originally built as a hotel in 1891, into over 100 micro-loft residences and street-level commercial spaces. With the majority of units selling before construction even began, the public’s desire to live in the restored heritage building was clear.

The economic benefits of the rehabilitation project are being felt by businesses along the waterfront and throughout the city’s core because people living downtown spend money downtown. Downtown revitalisation has been a key strategy of the City of Victoria, as they work towards making it a vibrant centre for not only business but also arts and culture. “The Janion Waterfront Micro-Loft project contributes to the City’s objectives of strengthening the Downtown core with additional residential development; assisting in the preservation and

rehabilitation of heritage buildings; and improving public safety through the seismic upgrading of this unreinforced masonry building,” noted Merinda Conley, the City of Victoria’s Senior Planner-Heritage.

The Janion illustrates how adapting heritage buildings for new, contemporary uses and providing affordable housing options contribute to the local economy and a thriving downtown.



Hudson's Bay Company Heritage Trail

Heritage Trails draws visitors to remote areas to actively experience the past

The restored Hudson's Bay Company Heritage Trail and campsite improvements offer new opportunities for British Columbians and tourists to get outdoors and follow in the footsteps of First Nations, French-Canadians and other fur traders while contributing to rural economies in Hope and the surrounding area.

The Hope Mountain Centre for Outdoor Learning's restoration project included building interpretive kiosks, clearing the trail, making campsite improvements, and providing bear safe food caches. In the first year since the grand opening in

2016, over 500 people used the trail and Hope Mountain Centre has logged a substantial increase in enquiries about the trail. In 2017, because of the improvements, the trail hosted the Brigade Trail Race where 50 runners raced along the 74 kilometre trail over the course of one day bringing an increase in visitors to the region.

The trail and surrounding upland areas are located in Stó:lō, Nlaka'pamux, and Upper Similkameen traditional territory and were historically used for hunting, food gathering and trade. Utilising the existing First Nations hunting and

"Restoring the HBC Trail has been the most inspiring project I've ever worked on... And every time we're out there, our thoughts turn to the First Nations, [and] French Canadians..."

KELLY PEARCE, PROGRAM DIRECTOR,
HOPE MOUNTAIN CENTRE

trade route, the Hudson's Bay Company (HBC) first opened the brigade trail connecting Fort Hope, Fort Kamloops and beyond in 1849. The restored trail has brought an influx of people spending money and time at local hotels, restaurants and attractions in Hope and the surrounding area.

The James Residence

Development Projects benefit from heritage restoration tools

A much-loved Vancouver landmark, the James Residence -or ‘Hobbit House’ - was at the centre of an award-winning heritage conservation and redevelopment project that increased density and provided additional affordable housing options. Using a Heritage Revitalization Agreement, a tool available to heritage projects, the developers were able to re-zone and add density on the property increasing both the economic success and community support for the project.

The James Residence project addressed some of the affordability and densification pressures of its neighbourhood. The project saw the 1942 ‘storybook’ style cottage restored as a single-family home while a further 20 townhouses including

five lane-facing lock-off units (which can be used as secondary suites), two coach houses, and 40 underground parking spaces were added to the property. The project sold out quickly illustrating the public’s desire to live in a development around a historic place with rare family-friendly, three-bedroom townhouse housing options.

Developer David Mooney, W.T. Leung Architects Inc. and Donald Luxton & Associates Inc. demonstrate the possibilities when thoughtful restoration and densification work together. As Michael Kluckner of the Vancouver Heritage Commission notes, this project shows developers that “they can be part of the new Vancouver without erasing the old

Vancouver.” (CBC, 4 June 2014). The James Residence heritage development increased density and addressed housing affordability by adding to the supply of rental housing options while conserving a beloved Vancouver heritage landmark.

“[Developers] can be part of the new Vancouver without erasing the old Vancouver”

MICHAEL KLUCKNER, VANCOUVER
HERITAGE COMMISSION
(CBC, 4 JUNE 2014).



Photo credit: Elijah Sabadlan

Single Room Occupancy Renewal Initiative

Heritage conservation creates employment and skills training opportunities

The Single Room Occupancy Renewal Initiative (SRI) provided heritage conservation skills training and employment for 1500 individuals, including Downtown Eastside community members, while contributing to the revitalization of historic neighbourhoods. This project saw thirteen former hotels, all municipal heritage sites, in Vancouver’s Downtown Eastside, Chinatown, and Gastown areas restored and revitalised. They are now operated by non-profit partner organisations and house approximately 900 individuals at risk of homelessness.

The project created opportunities for training and skills development in heritage conservation work for the over 1500 employees, including Downtown Eastside community members, many of whom face barriers to employment. “... Hundreds of people, many of whom were homeless, are today gainfully employed and have hope and a brighter future because of the SRO Renewal Initiative partnerships” says Marcia Nozick, the CEO of EMBERS, one of the non-profit partner organisations (BC Housing News Release, 24 March 2017).

Conservation maintenance plans were generated for each of the heritage sites to ensure continuous learning for heritage conservation and provide guidance for maintaining not only the buildings’ heritage but also the quality of life and safety standards for residents. The SRI heritage conservation project provided skills training and employment as well as housing for individuals at risk of homelessness while propelling urban renewal.



Photo credit: BC Housing

“The SRO Renewal Initiative hit it out of the park. In addition to providing much needed housing, it provided jobs in its construction to over 1500 local residents who faced barriers to employment.”

MARCIA NOZICK, CEO, EMBERS
(BC HOUSING NEWS RELEASE,
24 MARCH 2017).



Photo credit: Lorna Fandrich

“Giving recognition to the early Chinese influence in this area brings a new group of tourists to Lytton, thereby increasing traffic to the hotels, restaurants and shops of our small village.”

LORNA FANDRICH, EXECUTIVE DIRECTOR,
LYTTON CHINESE HISTORY MUSEUM)

Lytton Chinese History Museum

Honouring diverse heritage is a catalyst for economic development

The Lytton Chinese History Museum, built on the site of the former Lytton Joss House (a temple built by Chinese immigrants in 1881), is boosting the economy of the small village by honouring Chinese Canadian heritage in the Fraser Canyon. “Giving recognition to the early Chinese influence in this area brings a new group of tourists to Lytton, thereby increasing traffic to the hotels, restaurants and shops of our small village,” notes Lorna Fandrich, Executive Director, Lytton Chinese History Museum.

Completed in May 2017, the initial project consisted of building a new museum facility on a heritage site that had been sitting empty for years. The construction of the building employed local residents, and the museum continues to contribute to the local economy by attracting more tourists, many of whom are from China or of Chinese descent, to the area.

Although the Joss House was torn down in 1928, the site holds high heritage values for the Chinese Canadian communi-

ty in British Columbia, and is a reminder of the faith and perseverance of Chinese and Chinese-Canadian miners and workers in the Fraser Canyon in the late eighteenth and early twentieth centuries. The site of the former Lytton Joss House was formally recognized in 2016 by the Province of B.C.’s Chinese Historic Places Project for its historic, cultural and social heritage values.

Rossland Miners Union Hall

Rehabilitating heritage buildings creates jobs and fosters community pride.

An exterior and interior rehabilitation project to the Miners Union Hall in Rossland, B.C. turned undeveloped space into functional space both creating jobs and increasing revenue. The exterior restoration included replacing a leaking roof, replacing and painting damaged siding and removing a crumbling brick chimney. The interior was updated and made more comfortable through improved insulation and HVAC system upgrades. The unused attic space was rehabilitated into functional artist studios and community flex space.

The multi-year project exclusively employed people from Rossland and the surrounding area. “It was inspiring how many of the people involved in all phases of the project were my friends and neighbours,” says Ann Damude with the Rossland Council for Arts and Culture, who partnered on the project with the City of Rossland.

Since the Miners Union Hall re-opened in May 2017 the improved amenities have increased attendance from both locals and tourists to performances by a local theatre group. Residents came to-

gether to work on this heritage project at a much-loved community gathering place and are excited about the opportunities the improved usability and functionality will have for the community.

“Many people involved with the project said to me that it was great to see the money go back into the local community. People are proud of the building and the transformation,”

ANN DAMUDE, ROSSLAND COUNCIL FOR ARTS AND CULTURE



Photo credit: Ann Damude